

CLAIMS:

1. A communication system for communicating market information derived from sales engineers, the system comprising
 - a storage device for storing descriptions of a plurality of different types of equipment, each description containing a list of functions fulfilled by components of the equipment
 - input means, arranged
 - to input an equipment type identification of a customer product, and
 - to generate an input interface for inputting sales data of the components for use in the customer product under control of the stored list of functions for the identified equipment type, providing input fields for receiving sales data of components per function in the customer product and information specifying a projected manufacturing volume of the product, and
 - to store the sales data entered in the fields and said number in the storage device;
 - computing means for gathering the sales data for a selected one or more of the functions entered for different products from the storage device and computing market volume data for the selected one or more functions from the gathered sales data;
 - output means arranged to output information about the market volume.
- 20 2. A communication system for communicating market information according to Claim 1, the system being arranged to compute the manufacturing volume of the customer product from sales volume for at least one of the functions.
- 25 3. A communication system for communicating market information according to Claim 1, having an input structure for entering the information specifying the manufacturing volume representing the projected manufacturing volume dependent on time.
4. A communication system for communicating market information according to Claim 1, the input interface comprising per function a field for entering information about a

reason why a specified component was not sold for implementing the function, said computing comprising gathering the information about said reason for the specified component for different products from the storage device and to output the gathered information about said reason on the display device.

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5. A method of communicating market information derived from sales engineers, the method comprising

- storing computer readable descriptions of a plurality of different types of equipment, each description containing a list of functions fulfilled by components of the equipment
- receiving an equipment type identification of a customer product and information specifying a projected manufacturing volume of the customer product;
- generating a computer input interface for inputting sales data of the components for use in the customer product under control of the stored list of functions for the identified equipment type, providing input fields for receiving sales data of components per function in the customer product;
- entering the sales data in the fields;
- storing the sales data entered in the fields and said number in a storage device;
- gathering the sales data for a selected one or more of the functions entered for different products from the storage device;
- computing market volume data for the selected one or more functions from the gathered sales data in the storage device;
- output information about the market volume on a display device.

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6. A method of communicating market information according to Claim 5, the method comprising computing the manufacturing volume of the customer product from sales volume for at least one of the functions.

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7. A method of communicating market information according to Claim 5, wherein the information specifying the manufacturing volume is entered representing the projected manufacturing volume dependent on time.

8. A method of communicating market information according to Claim 5, the method comprising providing, in the interface, per function a field for entering information

about a reason why a specified component was not sold for implementing the function, the method comprising gathering the information about said reason for the specified component for different products from the storage device and to output the gathered information about said reason on the display device.

5 9. A method of communicating market information derived from sales engineers, the method comprising

- providing computer readable descriptions of a plurality of different types of equipment, each description containing a list of functions fulfilled by components of the equipment;
- structuring electronic input of sales data of the components under control of the descriptions, so that the function to be fulfilled by components sold in a specified type of equipment are computer readable, together with information specifying a number of pieces of the specified piece of equipment;
- displaying information about opportunities to sell components to fulfil functions in the specified equipment for which no sales data has been entered.